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### Remarks

Reconsideration of the above-captioned application is respectfully requested. Claims 1-10, 30, and 31 have been rejected under 35 U.S.C. §101 allegedly for reciting non-statutory subject matter, because, although admittedly reciting a concrete, tangible, and useful result, these claims allegedly recited "no structural limitations" and hence "are not within the technological arts". But Claims 1 and 30 recite a computer-implemented method, which is acceptable under MPEP §2106. A computer-implemented method is statutory subject matter when, as the examiner has twice admitted on the record is the case here, the claim recites a concrete, tangible, and useful result. It is respectfully suggested that the examiner recognize right answer when told.

Claims 1, 3-9, 11-19, and 22-29 have been rejected under 35 U.S.C. §103 as being obvious over Reilly et al. (USPN 5,740,549) in view of Goldhaber et al. (USPN 5,855,008), Claims 10 and 21 have been rejected as being obvious over Reilly et al., Goldhaber et al., and Smith (USPN 6,615,248), and Claims 2, 30, and 31 have been rejected as being obvious over Reilly et al., Goldhaber et al., and Cragun et al. (USPN 6,324,553).

At the time the present invention was made, both it and Cragun et al. were owned by IBM Corp., removing Cragun et al. as a reference.

In response to the other rejections, Claim 1 now recites allowing a user to choose at least one advertisement channel from an advertisement channel menu presenting plural advertisement channels and then displaying advertisements at least partially based on what channel is selected by the user, as formerly recited in now-canceled Claims 6 and 7. Independent Claim 11 now recites allowing a user of the user computer to determine a type of advertisement to display at least in part based on a user selection of one of plural

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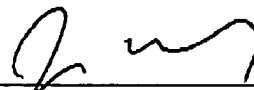
advertisement channels, while independent Claim 22 sets forth means for displaying at least one advertisement corresponding to a user selected advertisement channel. Claims 6, 7, 16, 17, 27, and 28 have been canceled, and dependent Claims 3, 9, and 29 have been amended to better set forth their respective recitations.

Of relevance to the present rejections is the allegation that Reilly et al., figures 5 and 10 and col. 9, lines 35-62 teach allowing a user to choose an advertising channel. This is incorrect. The relied-upon portions of Reilly et al. teach allowing a user to select *news* channels that are unrelated to advertising. The advertising window 258 in Figure 10 is just that - it is not a menu, much less one that lists advertising channels from which a user can select.

Applicant's prior arguments regarding the impropriety of combining the references as proposed are incorporated herein to preserve them should an appeal become necessary.

The Examiner is cordially invited to telephone the undersigned at (619) 338-8075 for any reason which would advance the instant application to allowance.

Respectfully submitted,



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